

ORDER



Orders

Order / Rev: 718356

Alt Order #: 06352973

Product Desc: PAULSEN FOR CONGRESS

Estimate: PAULSEN FOR CONGRESS

Flight Dates: 10/03/12 - 10/09/12

Original Date / Rev: 10/02/12 / 10/02/12

Order Type: Political

KARE

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Strategic Media Placement LLC

Buying Contact:

Billing Contact:

3946 North Hampton Drive

Powell, OH 432065

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: PAULSEN/R/CON/MN

Demographic: A35+

Product Codes: PL-US House Representative

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	58	\$41,825.00	\$35,551.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$41,825.00	\$35,551.25	0.00
Totals	58	\$41,825.00	\$35,551.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/08/12	10/08/12	NBC Nightly News NBC Nightly News	CM	530-6p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$3,000.00		0.00			
2	KARE	10/03/12	10/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--111--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$150.00		0.00			
3	KARE	10/09/12	10/09/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$250.00		0.00			
4	KARE	10/04/12	10/04/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$990.00		0.00			
5	KARE	10/09/12	10/09/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$850.00		0.00			
6	KARE	10/03/12	10/05/12	Today Show Today Show	CM	7-9a	--1-1--	:30	2	\$425.00	P-2	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1-1--		2				\$425.00		0.00			

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Advertiser: PAULSEN/R/CON/MN
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	10/08/12	10/08/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$800.00		0.00			
8	KARE	10/04/12	10/04/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$335.00	P-4	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$335.00		0.00			
9	KARE	10/08/12	10/08/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$175.00		0.00			
10	KARE	10/03/12	10/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	--111--	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$75.00		0.00			
11	KARE	10/08/12	10/09/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$125.00		0.00			
12	KARE	10/03/12	10/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--111--	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$175.00		0.00			
13	KARE	10/08/12	10/09/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$250.00		0.00			
14	KARE	10/03/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5P	--111--	:30	3	\$990.00	P-4	0.00	NM	3	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$990.00		0.00			
15	KARE	10/08/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$600.00		0.00			
16	KARE	10/03/12	10/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--111--	:30	3	\$585.00	P-2	0.00	NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$585.00		0.00			
17	KARE	10/08/12	10/09/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11-----	:30	2	\$1,450.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$1,450.00		0.00			
18	KARE	10/03/12	10/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--111--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--					3	\$700.00		0.00			
19	KARE	10/08/12	10/09/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11-----	:30	2	\$1,450.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$1,450.00		0.00			
20	KARE	10/03/12	10/04/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	--11---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--11---					2	\$1,000.00		0.00			
21	KARE	10/08/12	10/09/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KARE	10/08/12	10/09/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11-----		2				\$1,200.00		0.00			
22	KARE	10/03/12	10/03/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$1,400.00		0.00			
23	KARE	10/08/12	10/08/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,475.00	P-2	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$2,475.00		0.00			
24	KARE	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$150.00		0.00			
25	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
26	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
27	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$600.00		0.00			
29	KARE	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$175.00		0.00			
30	KARE	10/07/12	10/07/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$2,500.00		0.00			
31	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$700.00		0.00			
N32	KARE	10/07/12	10/07/12	NFL Regular Season FoM NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$5,000.00		0.00			
N33	KARE	10/04/12	10/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	---TF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---TF--		4				\$75.00		0.00			
N34	KARE	10/04/12	10/05/12	KARE News (repeat) KARE News (repeat)	CM	105-135A	---TF--	:30	2	\$25.00	P-2	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---TF--		2				\$25.00		0.00			
Totals													58	\$41,825.00	